

a master gaming controller mounted within the housing designed or configured i) to control one or more games played on the gaming machine, ii) to provide player tracking services by performing player tracking functions comprising:

- a) evaluating player tracking events,
- b) directly controlling operating features of a plurality of physical devices in response to the player tracking events,
- c) executing player tracking software that allows the plurality of physical devices to perform the functions of a player tracking unit;

wherein the player tracking services are provided without a separate player tracking hardware unit including player tracking devices and a processor for executing player tracking software to operate the player tracking hardware unit;

B1 a main display coupled to the housing used to display the one or more games controlled by the master gaming controller;

one or more input devices coupled to the housing for accepting indicia of credit wherein the indicia of credit are for making wagers on the games played on the gaming machine;

one or more output devices coupled to the housing for dispensing the indicia of credit;

one or more input devices coupled to the housing for inputting the player tracking information into the gaming machine wherein the input devices are among the plurality of physical devices directly controlled by the master gaming controller;

a communication interface coupled to the housing for communicating at least the player tracking information between the gaming machine and the remote gaming devices.

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24. (Twice Amended) A method for providing player tracking services on a gaming machine with i) a housing, ii) a master gaming controller mounted within the housing that controls a plurality of physical devices used to present games and to provide player tracking services on the gaming machine, iii) a main display coupled to the housing used to display the games, iv) one or more input devices coupled to the housing for accepting indicia of credit for wagering on the games, v) one or more output devices for dispensing the indicia of credit; vi) one or more input devices coupled to the housing for inputting the player tracking information into the gaming machine; and vii) a communication interface coupled to the housing for communicating with remote gaming devices, the method comprising:

loading player tracking software into a memory utilized by the master gaming controller on the gaming machine wherein the player tracking software is for allowing the master gaming

controller to directly control operating features of the plurality of physical devices used to provide player tracking services on the gaming machine;

receiving a player tracking related event from at least one of the physical devices and the remote gaming devices;

evaluating the player tracking event using the player tracking software; and

B2 in response to the player tracking event, controlling operation features of the physical devices with the master gaming controller to provide the player tracking services

wherein the player tracking services are provided without a separate player tracking hardware unit including player tracking devices and a processor for executing player tracking software to operate the player tracking hardware unit.

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B3 44. (Twice Amended) At least one computer readable medium containing a program for providing player tracking services on a gaming machine with i) a housing, ii) a master gaming controller mounted within the housing that controls a plurality of physical devices used to present games and to provide player tracking services on the gaming machine, iii) a main display coupled to the housing used to display the games, iv) one or more input devices coupled to the housing for accepting indicia of credit for wagering on the games, v) one or more output devices for dispensing the indicia of credit; vi) one or more input devices coupled to the housing for inputting the player tracking information into the gaming machine; and vii) a communication interface coupled to the housing for communicating with remote gaming devices, the said at least one computer medium comprising:

computer readable code for loading player tracking software into a memory utilized by the master gaming controller on the gaming machine wherein the player tracking software is for allowing the master gaming controller to individually control the plurality of physical devices used to provide player tracking services on the gaming machine;

computer readable code for receiving a player tracking related event from at least one of the physical devices and the remote gaming devices;

computer readable code for evaluating the player tracking event using the player tracking software; and

computer readable code for in response to the player tracking event, controlling operation features of the physical devices with the master gaming controller to provide the player tracking services

B3 wherein the player tracking services are provided without a separate player tracking hardware unit including player tracking devices and a processor for executing player tracking software to operate the player tracking hardware unit.

Please cancel the following claims.

45. cancelled.

46. cancelled.

49. The gaming machine of claim 1, wherein the master gaming controller designed or configured to provide player tracking services by performing player tracking functions further comprising:

receiving player tracking information from the physical devices.

50. The gaming machine of claim 1, wherein the master gaming controller designed or configured to provide player tracking services by performing player tracking functions further comprising:

displaying player tracking information to the physical devices.

51. The gaming machine of claim 1, wherein the master gaming controller designed or configured to provide player tracking services by performing player tracking functions further comprising:

tracking game usage by individual players using the gaming machine.

52. The gaming machine of claim 1, wherein the master gaming controller designed or configured to provide player tracking services by performing player tracking functions further comprising:

tracking game usage by individual players using the gaming machine.